

PHILIP MORRIS  
PARLIAMENT LIGHTS  
1995 BRAND ANALYSIS

*Friday*  
7/18/95

<u>BRAND:</u>	PARLIAMENT LIGHTS			
<u>ADVERTISING PERIOD:</u>	Jun 1995 - Dec 1995	<u>1995 CPE</u>	<u>FIRST REVISION</u>	<u>1995</u>
<u>BUDGET</u>	\$MM	\$MM	\$MM	\$MM
Print	4.2	4.1	3.5	4.2
OOH	5.8	5.5	5.1	5.9
Total	10	9.6	8.6	10.0

  

<u>KEY INITIATIVES:</u>	Maintain continuity against core target throughout the year Support Party Zone via local print: -Hamptons -Fire Island -Jersey Shore			
<u>STRATEGY:</u>	Primary: LA21 - 34 (sophisticated, aspirational) Secondary: LA 21-24			
<u>KEY GEOGRAPHY:</u>	Region I plus Florida Specific markets: -New York                    -Miami -Philadelphia                -Boston			
<u>CRITICAL PERIODS:</u>	Continuity throughout the year Slight heavy-up during the summer in support of Party Zone			
<u>R/P Delivery:</u>	<u>NEW YORK</u> <u>BOSTON</u> <u>PHILADELPHIA</u> <u>MIAMI</u>			
Print	\$2/2.2	\$3/2.3	47/1.9	\$2/2.1
OOH	45/20.4	78/13.5	86/21.9	83/17.4
<u>PRINT</u>				
Woman's Fashion	<u>TOTAL COST \$K000</u>	Regional		
Allure	\$139.6	Great Woods Program Guide	\$9.4	
Cosmopolitan	\$221.6	NY Magazine	\$291.4	
Mademoiselle	\$231.4	Manhattan File	\$28.0	
Vanity Fair	\$236.2	Playbill	\$160.9	
Vogue	\$226.4	Stagebill	\$21.8	
New Woman	\$49.6	Encore	\$2.8	
Glamour	\$326.9			
		Entertainment		
		People	\$267.5	
		Insyle	\$10.5	
		Us	\$17.9	
Men's Gen. Int.				
Esquire	\$22.9			
Details	\$140.3	<u>SUB-TOTAL</u>	\$3,866.1	
GO	\$184.9			
Penthouse	\$108.5	Newspaper		
Playboy	\$112.0	Boston Phoenix	\$105.3	
Our	\$16.7	Village Voice	\$57.7	
Sports		<u>SUB-TOTAL</u>	\$163.0	
Sports Illustrated	\$335.2			
		Party-Zone		
Music		Dan's Papers	\$16.8	
Rolling Stone	\$167.5	Hamptons	\$52.0	
Spin	\$57.4	Hampton's Handbook	\$5.9	
		Fire Island Tide	\$25.2	
Dual		Atlantic City Magazine	\$18.0	
Swing	\$6.7			
Detour	\$7.4	<u>SUB-TOTAL</u>	\$137.9	
Ent. Weekly	\$126.1			
Premiere	\$87.6			
Interview	\$66.0			
Moveline	\$36.7			
Paper	\$48.5			
<b>MIAMI</b>				
Ocean Drive	\$14.9			
<b>TOTAL PRINT</b>	<b>\$4,181.9</b>			
<b>OOH</b>				
Parliament Markets-OOH				
Boston	\$771.3			
Miami	\$493.4			
Philadelphia	\$1,025.6			
New York	\$3,490.3			
<b>TOTAL OOH MARKETS</b>	<b>\$5,780.6</b>			
<b>GRAND TOTAL</b>	<b>\$9,962.5</b>			

2071453852